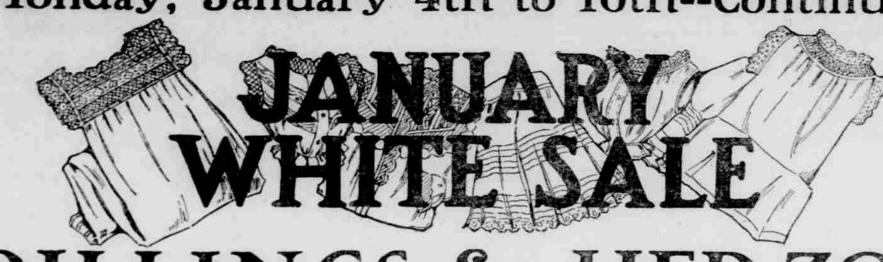
Sale Begins Monday, January 4th to 16th--Continues Two Weeks





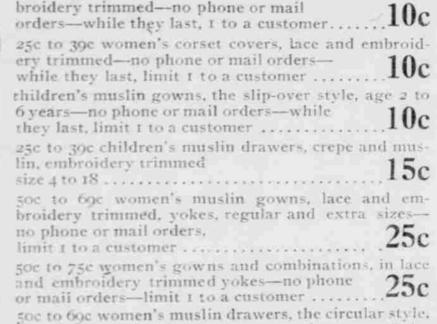
LLINGS & HERZOG

1611-1613 Second Avenue, Rock Island



This advertisement gives you news of two stirring sale events for January-Our January White Sale and January Clearance Sale. For the former sale, fresh, snowy white, brand new attractive styles in muslin wear have been carefully selected by an expert, so that we know that this merchandise is right in style quality and represents splendid values. Regarding the Clearance Sale would say that our values, which are always strong, will be greatly strengthened. For example, all remaining this Fall suits will be cleaned up at considerable less than 1/2 price. All dresses will sell at prices averaging 1/2 price and some less-and the coats, skirts and furs will share in the great reductions. At this time also we shall clean up all stocks in sale knit goods, corsets, waists, house dresses and children's dresses at prices that will range from 1/2 to 1/4 original values. Naturally the quantities are limited in this clearance merchandise—and so the choicest will go to those first responding.



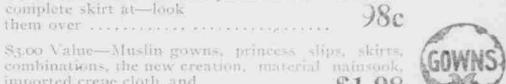


fine dainty embroidered edge-quantity

limited—only 1 to a customer ......

embroidery trimming, some trimmed front and bac nearly all sizes, good many samples in this lot, som soiled from display— while they last	C
75c to 80c Values—Women's gowns, 6 rows of embroidery insertion with dainty little edge around the collar, material of nainsook, cut extra long and wide including fine muslin drawers	1000
\$1.00 Value—Sample line of women's combinations lace and embroidery trimmed, sizes 34 to 40, in this lot, ½ price	7.
75c to 89c Values—Women's long skirts, with the inch embroidery flounce.  Sample line of gowns	C
St. 50 to Sa. 50 corset covers and drawers of fine sheer materials	C
\$1.50 to \$2.00 Values—Women's combination, princess slips, white, about 10 different styles to selection, all-over embroidery	ı

St.75 to \$2.00 Values-12 different style gowns to select from. These garments have been made for this particular sale of excellent quality nainsook and longcloth gowns ...... St 50 to \$2.00 women's skirts, the greatest values you ever saw in fine dainty embroidery trimmed flounces, the material would cost you more than we sell the complete skirt at-look them over



combinations, the new creation, material nainsook, imported crepe cloth, and \$4.00 Value-Women's muslin skirts, combinations, princess slips, lace and embroidery trimmed, the fine,

\$6.50 to \$8.50 Values-Crepe de chine silk petticoats in pink, light blue and white, with pretty lace flounces, direct copy of the French garments .....



Reduced 1/3 to 1/2 Etc.



radically reduced in price, our lines have been strengthened by fresh shipments-these are late models and secured at such price reductions that we can offer you remarkable values. Materials are silk plush, matalam, astrahkan, ural lamb, broadcloth, zebelines, boucles, fancy weaves and other wanted fabrics-all specially priced at \$2.98, \$5.00, \$8.75, 12.75 and \$14.75.

Stylish Winter Coats-Latest Fall Models | Tailored Suits 1/2 Price and Less. Latest Fall | Modish Dresses Now Marked Models.

combination .

Besides our own stock, including several styles of the very latest short coat models-garments appropriate for early spring wear, as well as now-in many instances only one of a kind but a range of nearl, all

25c to 39c women's muslin drawers, lace and em- | 50c to 75c Values-Women's corset covers, lace and

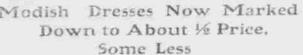
The materials are garbar dine, poplin, broadcloth, cheviot and fancy weaves. All divided into 2 groups.

Group I. \$12.50 to \$18.50

\$4.95

Group II. \$18.50 to \$25.00

\$9.45



hardly two alike, but you must respond quickly for hese—they will not remain long at these wonderfully low prices. All kinds of dresses share in this general reduction—as our policy is not to carry any thing ever everything must be sold regardless of cost at some price or other. There are clegant party dresses of chiffon, silk and net, white silk messaline dresses: appropriate for party or wedding-silk poplin, messaline and charmouse dresses. They are all reduced into three groups.

Group I. \$7.50 to \$10.00 values at

\$3.90

Group II. \$10.00 to \$16.50

\$9.95

values at \$11.75

Group III.

\$25.00 to \$30.00

## Furs Reduced for Quick Clearance

Fur Sets-Values \$7.30 to ro.co, of white Iceland, Fox, brown and black searls, of River Mink, finest quality French Conv and others, now

Note-Every fur set, muff or scarf in our stock reduced in price to such a point that we believe they will sell in a hurry. If you need any come, but please come quickly.



Skirts Now Very Much Reduced

Every skirt in our stock now reduced to a price that means quick action-one lot in particular representing \$5.00 to \$6.75 values of poplin, serges, worsteds and granite weaves-

## Tremendous Sacrifice in Knit Goods, Sweaters, Toques, Shawls, Knit Underwear, Hosiery, Auto Hoods, Divided in Several Lots at Less Than Price of Yarn--Tables Filled High With Choice Bargains

50e children's sweaters in factory lots. all-wool yarn, small sizes, 6 months to 2 years ..... 25c children's all-wool toques and hockey caps ..... 39c and 50c children's all-wool 25c toques and hockey caps ...... 75c and \$1.00 children's sweaters in wool, age 4 to 6 years; all colors, including knit skirtswhile they last .....

75c to \$1.00 women's square shawls, in all colors and two-toned stripe ..... S1.00 to \$1.50 women's square shawls, in \$1.00 to \$1.50 women's auto hoods, lined



\$4.00 to \$6.00 values in sample line of sweaters for men, women and misses, brush knit and rope stitch, colors in while they last ......\$1.98

19c children's and women's hose, in black only, absolutely fast colors; just 110 pair in this lotwhile they last .....

25c kind women's hose, slightly imperfect, but mended; will not hurt the

white-15c a pair or 2 pairs for ......

soc silk bose, factory lots, 1/2 lisle thread garter top, slightly imperfect, all mend-ed: black only-

39c women's knit vets and drawers, regular and extra sizeswhile they last

## FINAL CLEARANCE SALE OF WOMENS' SHIRT WAISTS AND HOUSE DRESSES



50c to 75c women's shirt waists, in lawns, voiles, crepe, 25c black sateen and madras, factory lots-while they last . . . . . \$1.00 to \$1.50 women's shirt waists, in factory lots, voiles, lawns and dimities, excellent range of sizes ...... \$2.00 women's shirt waists, in organdies, dotted swiss and lawn, all the

in fancy and

plain stitch .....

new fall styles, including velvet sleeveless jackets ..... Values up to \$3.98-This seasons latest models. Women's shirt waists, in crepe de chine-colors, white, black, maize, Russian green,

50c to \$1.00 women's dressing sacques and house dresses, in percale-factory lots, while they last .....



\$1.25 to \$1.50 women's house dresses, in percale, gingham, lawns, plain colors and fancy stripes, some embroidery trimmed panels and cuffs .....

\$1.50 to \$3.00 women's house and street dresses, the very latest model with Russian tunic with vestee; excellent fitting garment; percale stripes and gingham; all sizes, 36 to 48—while they last 79c

\$1.50 women's serpentine crepe kimonos in floral patterns, the princess style, all sizes-while they last ..... \$2.98 to \$3.98 Values-Women's extra sizes crepe and flannelette kimonos, including regular sizes ...... S7.50 to \$10.00 Values—Women's silk kimonos in excellent \$5.9

styles, good range of sizes, choice .....

